

## TRAINING MODULE

NAME OF MODULE	<b>Motivation</b>	
DESCRIPTION OF MODULE	This module should motivate women participating to the training to see new possibilities in front of them and to define goals.	
<p>The entrepreneur is the woman who has a vision that is able to transform into reality.</p> <p>Entrepreneurial activity is: 1) a dream that aims to capitalize one's attitudes 2) a choice of "work for themselves", rather than employees, and find a niche in the world of work 3) alternative to unemployment. Before deciding to start, it is necessary to consider some key aspects concerning both the motivations that drive us to do and the type and quality of the idea that we want to achieve.</p> <p>The aspiring entrepreneur should ask herself some questions to which only she can find an answer, concerning the depth of desire that drives her towards this road and if she has or not certain attitudes of character that can make a difference in the long run, significantly influencing the success or failure of her business. This is especially true in the case of foreign women who daily face the obstacles and limitations that the context that surrounds them puts at a social, cultural, bureaucratic level.</p>		
Contents	PLAN OF THE MODULE	
	<p>Step 1. ANALYSIS OF ITALIAN LABOUR MARKET, HIS CHANGE IN RECENT YEARS AND THE ROLE OF IMMIGRANT ENTREPRENEURS</p> <p>If initially we tend to associate the foreign worker to employee, low qualifications and pay, precarious, often partially or completely "black", with broad trespassing in illegality, the reality that is gradually defining is quite different: in the last decade, from the late 90s, there are more and more immigrants who, after a period in Italy as employees, find the entrepreneurial resources to start their own business.</p> <p>This evolution can be interpreted as a clear sign of the changing role of the immigrant citizen, increasingly oriented towards a entrepreneurial independent choice, which on the one hand no more constraints to the tight deadlines of the necessary renewal of employment contracts (with all that it implies also for the practices of renewal of residence permit), and that opens a perspective for individual</p>	

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achievement and for improvement of his socio-economic status. Despite the crisis, keep the openings of new businesses by immigrants: this is for the 90% small and individual businesses, that often absorb other foreign labor.

### **Step 2. ANALYSIS OF REASONS PUSHING MIGRANTS ENTREPRENEURS TO OPEN THEIR OWN BUSINESS**

From qualitative research on the phenomenon emerges that the reasons that led the person to start a business to be independent from the employer is an important variable, as well as the prospect of increased income and the perception of greater economic stability . Even the opportunity to give work to their families is an important aspect. It's relevant, finally, the fact that a self-employed foreigner person is less restricted in the renewal of the residence permit. It would be thus very precarious situation and underpaid labor employee who would push to "having to invent a job."

### **3. ANALYSIS OF REASONS FOR PUSHING THE WOMEN TO SET UP THEIR OWN BUSINESS**

We will analyze the main motivations for starting their own business, introducing the researches done on women, in particular, we will address and discuss:

1. solution to labor problem: unemployment and economic needs (the salary is not sufficient)
2. dissatisfaction with the future perspectives of work
1. quest for independence
2. use of new technologies
3. interest in the trade
4. self-fulfilment
5. transfer skills from employment to self-employment
6. financial incentives
7. need for change

<p>8. availability of financial resources</p> <p><b><u>STEP 4. SELF-ANALYSIS</u></b></p> <p>Starting from the reflections made earlier will be analyzed and compared the personal motivations of the participants in the training, in order to produce the answers to the following questions:</p> <ol style="list-style-type: none"> <li>1. What drives me to set up my own and to start a business?</li> <li>2. Why I want to realize this idea?</li> <li>3. It is the idea itself that attracts me or I could realize other ideas? What?</li> <li>4. What are my experiences / technical skills that I could use for the realization of the idea?</li> <li>5. What are my experiences / management skills?</li> <li>6. Have I a social network that can help me?</li> <li>7. What are the personal resources on which I can count (creativity, optimism, perseverance)?</li> <li>8. What are the economic and financial resources I can invest in the initiative?</li> <li>9. Am I available at the change of life that inevitably will result in "setting up my own"? What would I gain for example in terms of family organization?</li> </ol>	
<p>– skills, knowledge</p>	<p>During the meetings we will inform women on the Italian socio-economic context in general and with a gender perspective. We will work then on the support of motivation of women helping them to see the positive and constructive aspects of their condition and we will compare them with the experiences of other women.</p>
<p>- working methods</p>	<p>Each meeting will include:</p> <ul style="list-style-type: none"> <li>- a moment in which women will be provided with</li> </ul>

		<p>informations on this issue</p> <p>- a further phase of discussion and debate among women, with the psychologist, the social workers and the women who have have lived this experience</p>
	- helpful links	
Additional activities		
EXTRA LINKS, BIBLIOGRAPHY		
TIMING	<b>6 days program, two meetings per week in the morning because it could be that some partecipants have children at school.</b>	